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EXHIBIT 14

EXHIBIT FILED UNDER SEAL

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EXHIBIT
June 17, 2025
1092

Metadata

All Custodians	Chang, Frank;Cinelli, Dennis;Fuldner, Gus;Sheridan, Danielle;	SEMANTIC
All Paths	Chang, Frank: \EDISCO-25937_frank@uber.com\EDISCO-25937_frank@uber.com_46.zip; Cinelli, Dennis: \JCCP-EDISCO-23800_2022\JCCP-EDISCO-23800_2022_2\JCCP-EDISCO-23800_2022_2_4.zip; Fuldner, Gus: \JCCP-EDISCO-23800_2022_8\JCCP-EDISCO-23800_2022_8_87.zip; Sheridan, Danielle: \JCCP-EDISCO-23800_2022\JCCP-EDISCO-23800_2022_3\JCCP-EDISCO-23800_2022_3_10.zip	SEMANTIC
Date Created	01/25/2018 4:14 am	SEMANTIC
Date Modified	02/09/2022 10:00 pm	SEMANTIC
File Path	\EDISCO-25937_frank@uber.com\EDISCO-25937_frank@uber.com_46.zip	SEMANTIC
Other Custodians	Cinelli, Dennis;Fuldner, Gus;Sheridan, Danielle;Chang, Frank;	SEMANTIC

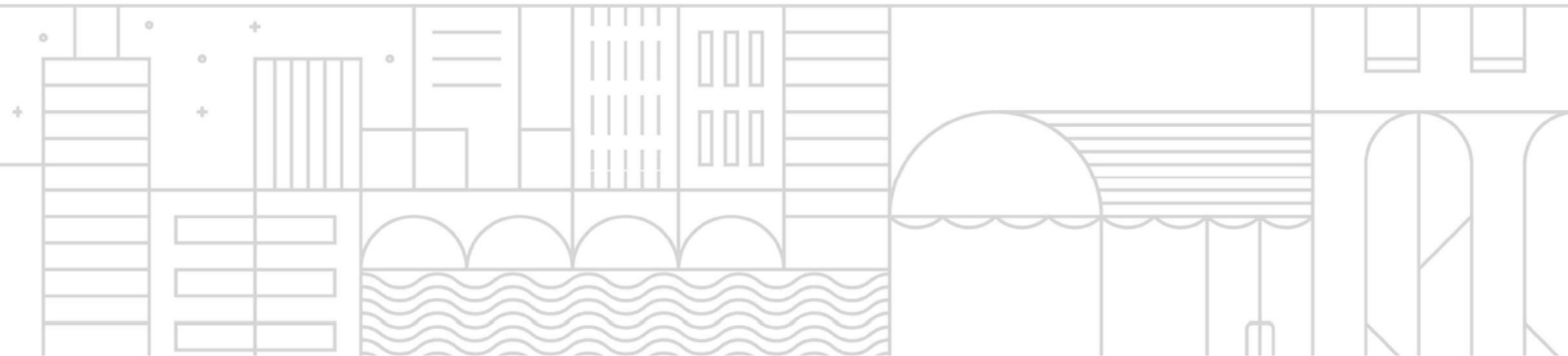
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Changes in the Power of Ratings Over Time

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Todd Gaddis
2018-01-24



Predictive Power of Ratings



Predictive Power of Ratings : Full Study

Full Dataset covers *over 2 years* of U.S. trip data with:

- Over **7.6 Billion** trip miles
- Over **1.2 Billion** trips
- Over **1.5 Million** Safety Tickets
- Over **20,000** Accident Claims
- Ratings calculated for each driver at time of trip based on 500 previous trips

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Predictive Power of Ratings

Ratings provide a strong signal for accident propensity



Rating bands are based on the 500 previous rated trips at time of trip

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Predictive Power of Ratings

Ratings provide a strong signal for safety incidents



Rating bands are based on the 500 previous rated trips at time of trip

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Predictive Power of Ratings

Due to their predictive power, ratings are one of the primary inputs for initiatives to reduce costs and stand for safety.

Rating-based deactivation

Low-rated drivers receive warnings and are deactivated if their ratings do not improve

Ticket- and rating- based deactivation

Ratings and safety incident history are used to identify and deactivate drivers with a pattern of dangerous driving behavior

Insurance Cost KPI Metric

Central Operations and Finance use ratings as a factor in computing insurance savings from initiatives

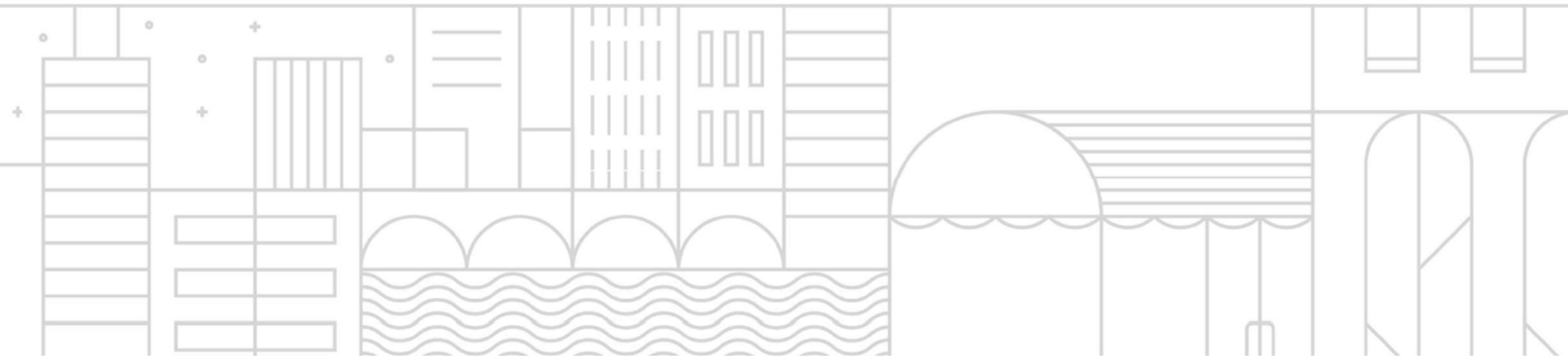
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Changes in the Power of Ratings Over Time



Changes in the Power of Rating Over Time

Over three years, the predictive power of ratings has decreased.



Less signal:
DECREASE in rated trips



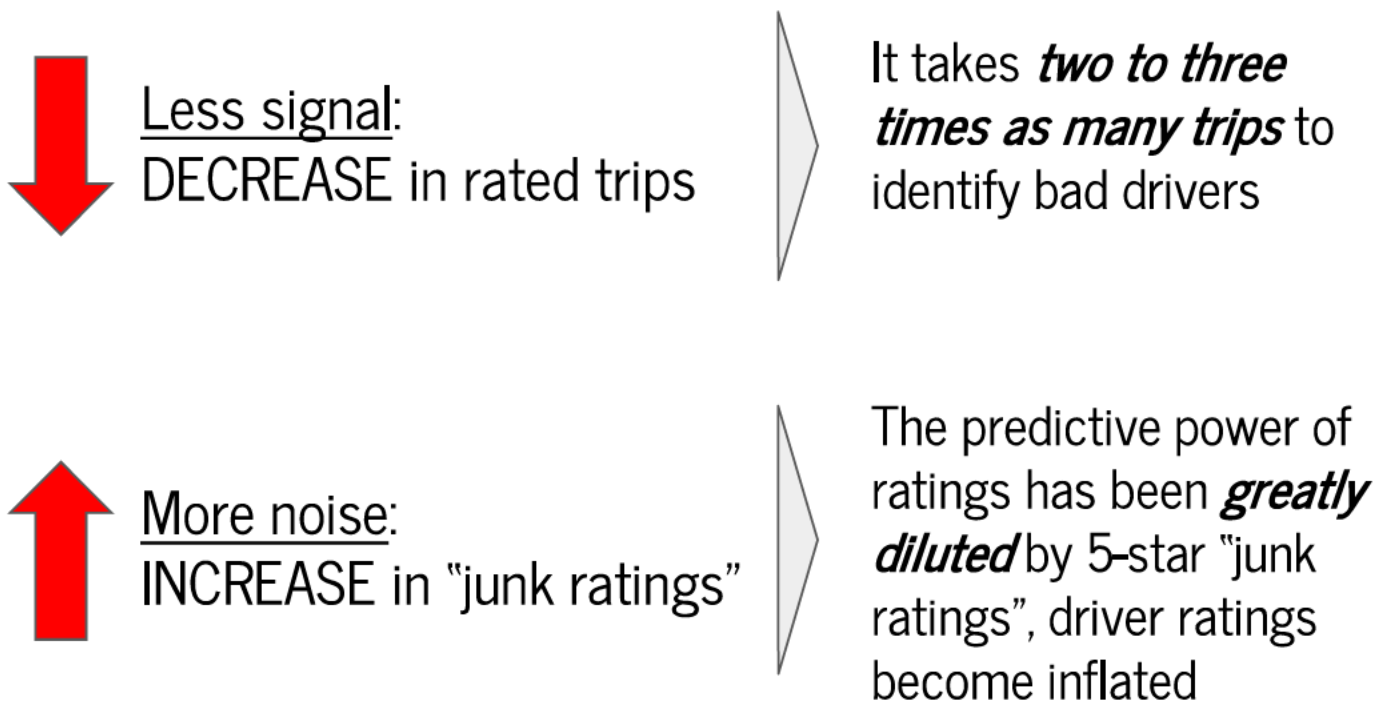
More noise:
INCREASE in “junk ratings”

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Impact on Safety and Insurance

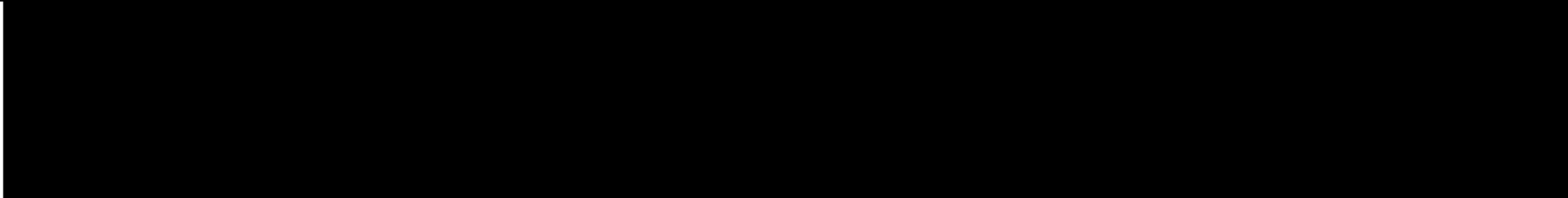
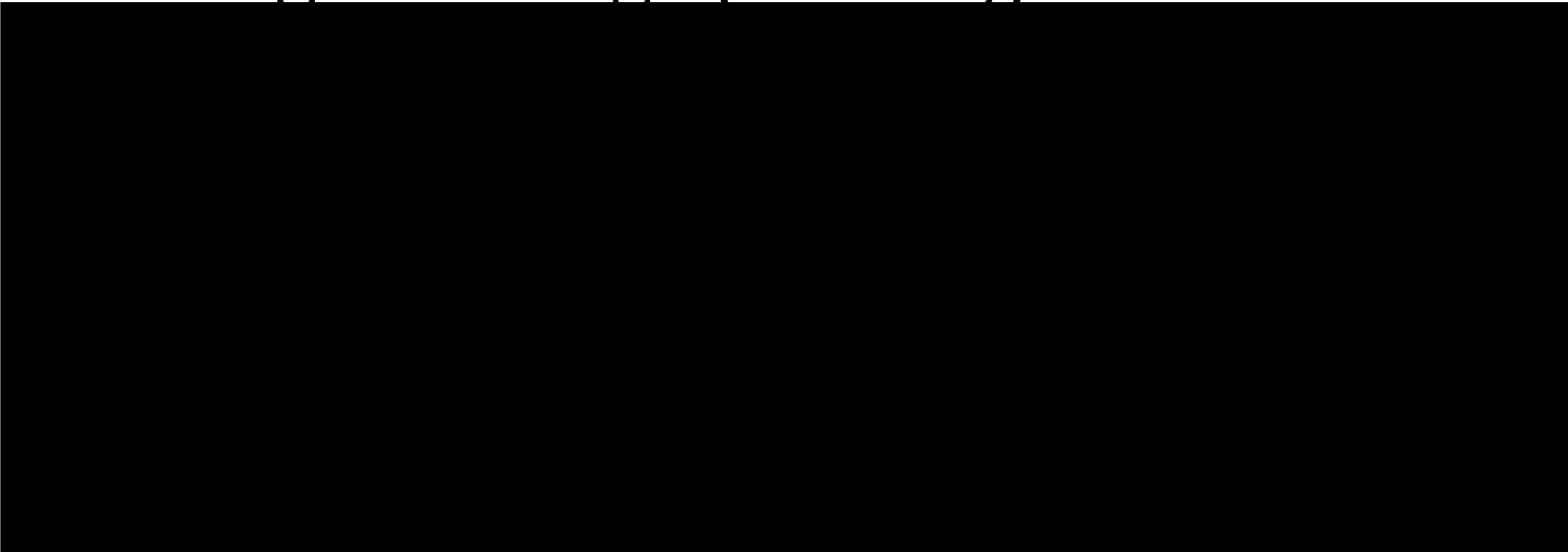
Drivers who should be deactivated remain on the platform longer



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Change in Ratings (U.S. Only)



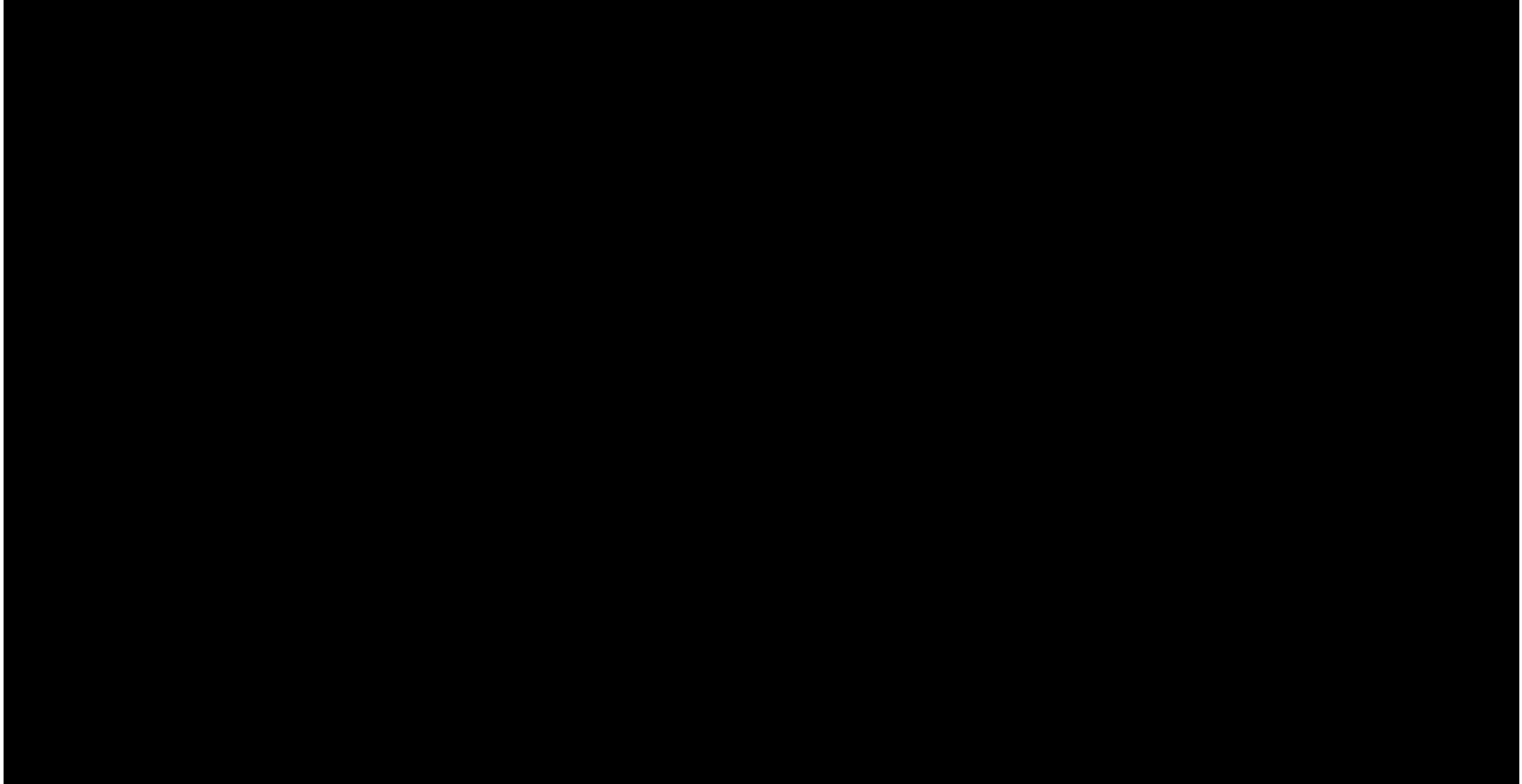
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Change in Ratings (U.S. Only)



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Change in Ratings (U.S. Only)

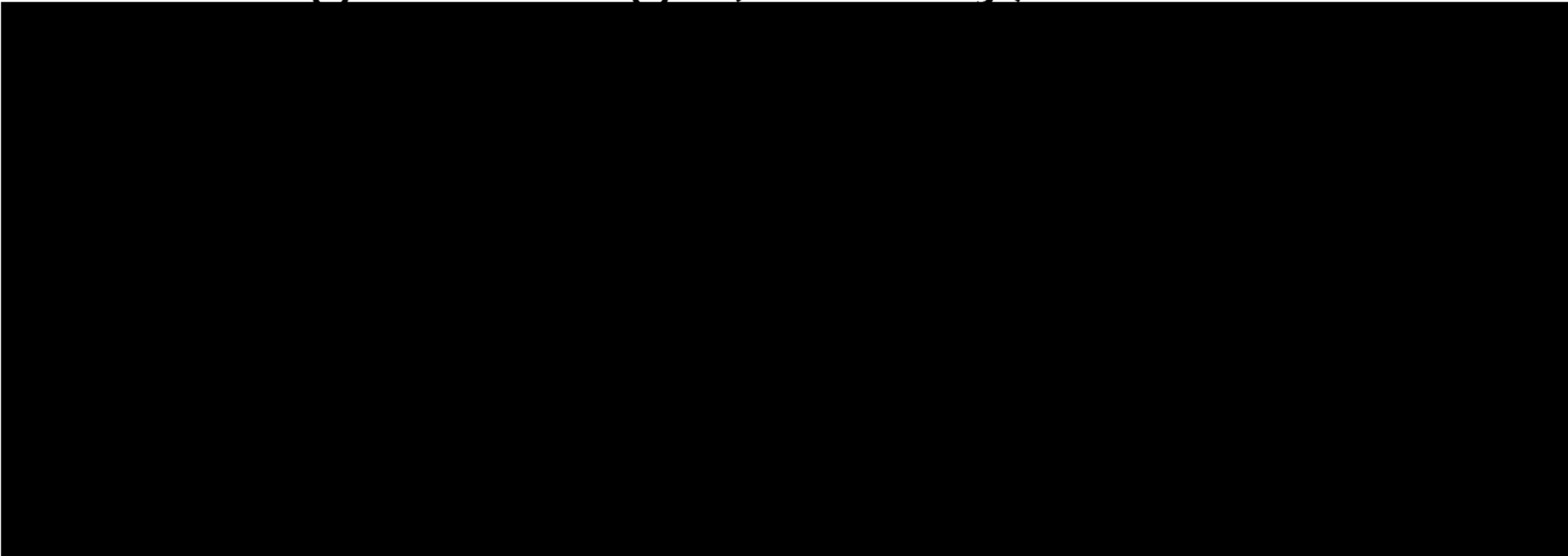


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